



WDAF-TV

## ORDER

Print Date 10/25/12 Page 1 of 6

Flight Dates 10/08/12-11/06/12

Contract / Revision 565996 /

Original Date / Revision  
10/24/12 10/25/12

Advertiser Koster/D/Atty Gen/MO

Agency LUC Media

Buying Contact

25 Whitlock Place  
Suite 201  
Marietta, GA 30064Primary Account Executive  
Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

## Product

MISSOURIANS 4 KOSTER

Agency Com 15%

## Billing Contact

25 Whitlock Place  
Suite 201  
Marietta, GA 30064

Sales Office DC-M

Sales Region NAT

Agency Ref

Order Sep 00:15:00

## Estimate #

Alt Order # 09771611

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes SP-POL CAN GEN

Product Codes PL11b

Priority 3

Advertiser Ref

Order Share 33% Market Value 532196

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	16%	85151
KCWE	%	0
KMBC	25%	133049
KMCI	%	0
KPXE	%	0
KSHB	25%	133049
KSMO	1%	5321

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	240	\$98,366.25	\$115,725.00	0.00	10/01/12	10/28/12	240	\$98,366.25	\$115,725.00
November 2012	110	\$50,915.00	\$59,900.00	0.00	10/29/12	11/05/12	110	\$50,915.00	\$59,900.00
<b>Totals</b>	<b>350</b>	<b>\$149,281.25</b>	<b>\$175,625.00</b>	<b>0.00</b>					

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	4	10/08/12	11/02/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	MTWTF--	:30	8	\$600.00	2	0.00	NM	36	\$22,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MTWTF--					8	\$600.00		0.00			
Week:		10/15/12	10/21/12	MTWTF--					10	\$600.00		0.00			
Week:		10/22/12	10/28/12	MTWTF--					10	\$600.00		0.00			
Week:		10/29/12	11/04/12	MTWTF--					10	\$600.00		0.00			
2	4	11/05/12	11/05/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	M-----	:30	2	\$600.00	2	0.00	NM	2	\$1,200.00
		FOX4 NEWS 6AM													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					2	\$600.00		0.00			
E 3	4	10/08/12	11/02/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	MTWTF--	:30	10	\$525.00	2	0.00	NM	36	\$19,500.00

FOX4 NEWS 6AM





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Contract / Revision 555996 Flight Dates 10/08/12-11/06/12 Hiatus Dates  
 Original Date / Revision 10/24/12/ 10/25/12 Order Sep 00:15:00  
 Advertiser Koster/D/Atty Gen/MO Product MISSOURIANS 4 KOSTER Estimate #

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Big Type	Spots	Amount
E 11	4	10/08/12	11/02/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	MTWTF--	:30	5	\$900.00	2	0.00 NM	19	\$17,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	MTWTF--					4	\$900.00		0.00		
Week:		10/15/12	10/21/12	MTWTF--					5	\$900.00		0.00		
Week:		10/22/12	10/28/12	MTWTF--					5	\$900.00		0.00		
Week:		10/29/12	11/04/12	MTWTF--					5	\$900.00		0.00		
13	4	10/28/12	10/28/12	Su 5-6p Su 5-6p	CM-All	5-6p	-----S	:30	1	\$250.00	2	0.00 NM	1	\$250.00
FOX4 NEWS 5PM														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	-----S					1	\$250.00		0.00		
E 15	4	10/08/12	11/02/12	M-F 9-10p M-F 9-10p	CM-All	9-10p	MTWTF--	:30	5	\$1,200.00	2	0.00 NM	17	\$20,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	MTWTF--					4	\$1,200.00		0.00		
Week:		10/15/12	10/21/12	MTWTF--					5	\$1,200.00		0.00		
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>			<u>Big Type</u>		
6	4	10/15/12-10/21/12		M-F 9-10p	9-10p		MTWTF----	:30	(\$1,200.00)			0.00 NM		
Credited														
7	4	10/15/12-10/21/12		M-F 9-10p	9-10p		MTWTF----	:30	(\$1,200.00)			0.00 NM		
Credited														
Week:		10/22/12	10/28/12	MTWTF--					5	\$1,200.00		0.00		
Week:		10/29/12	11/04/12	MTWTF--					5	\$1,200.00		0.00		
E 17	4	10/20/12	11/04/12	Su 9-10p Su 9-10p	CM-All	9-10p	-----S	:30	1	\$1,200.00	2	0.00 NM	1	\$1,200.00
FOX4 NEWS 9PM														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	-----S					1	\$1,200.00		0.00		
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>			<u>Big Type</u>		
3	4	10/22/12-10/28/12		Su 9-10p	9-10p		-----Su	:30	(\$1,200.00)			0.00 NM		
Credited														
Week:		10/29/12	11/04/12	-----S					1	\$1,200.00		0.00		
19	4	10/08/12	11/02/12	M-F 10-1030p M-F 10-1030p	CM-All	10-1030p	MTWTF--	:30	3	\$1,200.00	2	0.00 NM	10	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	MTWTF--					2	\$1,200.00		0.00		
Week:		10/15/12	10/21/12	MTWTF--					2	\$1,200.00		0.00		
Week:		10/22/12	10/28/12	MTWTF--					3	\$1,200.00		0.00		
Week:		10/29/12	11/04/12	MTWTF--					3	\$1,200.00		0.00		
19	4	11/05/12	11/05/12	M-F 5-6p 530-6p	CM-All	530-6p (5:30 PM-6:00 PM)	M-----	:30	1	\$900.00	2	0.00 NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		11/05/12	11/11/12	M-----					1	\$900.00		0.00		
20	4	11/05/12	11/05/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	M-----	:30	1	\$900.00	2	0.00 NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		11/05/12	11/11/12	M-----					1	\$900.00		0.00		
21	4	11/05/12	11/05/12	M-F 9-10p M-F 9-10p	CM-All	9-10p	M-----	:30	1	\$1,200.00	2	0.00 NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		11/05/12	11/11/12	M-----					1	\$1,200.00		0.00		
22	4	11/05/12	11/05/12		CM-All	10-1030p		:30	1	\$1,200.00	2	0.00 NM	1	\$1,200.00





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Contract / Revision

555996

Flight Dates 10/08/12-11/06/12

Hiatus Dates

Original Date / Revision 10/24/12/ 10/25/12

Order Sep 00:15:00

Advertiser Koster/D/Atty Gen/MO

Product MISSOURIANS 4 KOSTER

Estimate #

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 31	4	10/15/12	11/02/12	M-F 4-5p M-F 4-5p	CM-All	4-5p	MTWTF--	:30	5	\$250.00	3	0.00 NM	14	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	MTWTF--	5		\$250.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
2	4	10/15/12-10/21/12		M-F 4-5p		4-5p	MTWThF----	:30		(\$250.00)		0.00 NM		
Credited														
Week:		10/22/12	10/28/12	MTWTF--	5		\$250.00		0.00					
Week:		10/29/12	11/04/12	MTWTF--	5		\$250.00		0.00					
32	4	11/05/12	11/05/12	M-F 4-5p M-F 4-5p	CM-All	4-5p	M-----	:30	1	\$250.00	3	0.00 NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		11/05/12	11/11/12	M-----	1		\$250.00		0.00					
33	4	10/15/12	10/15/12	M-F 4-5p M-F 4-5p	CM-All	4-5p	M-----	:30	1	\$0.00	VIP	0.00 NM	1	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	M-----	1		\$0.00		0.00					
34	4	10/16/12	10/19/12	M-F 430a News M-F 430-5a News	CM-All	430-5a	-TWTF--	:30	4	\$0.00	VIP	0.00 NM	4	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	-TWTF--	4		\$0.00		0.00					
35	4	10/16/12	10/19/12	M-F 1132p-1202a M-F 1132p-1202a	CM-All	M-F 1132p-1202a	-TWTF--	:30	4	\$0.00	VIP	0.00 NM	4	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	-TWTF--	4		\$0.00		0.00					
36	4	10/18/12	10/19/12	M-F 430a News M-F 430-5a News	CM-All	430-5a	---TF--	:30	4	\$0.00	VIP	0.00 NM	4	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	---TF--	4		\$0.00		0.00					
37	4	10/18/12	10/19/12	M-F 1132p-1202a M-F 1132p-1202a	CM-All	M-F 1132p-1202a	---TF--	:30	4	\$0.00	VIP	0.00 NM	4	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	---TF--	4		\$0.00		0.00					
E 38	4	10/22/12	10/26/12	M-F 4-5p M-F 4-5p	CM-All	4-5p	MTWTF--	:30	1	\$250.00	3	0.00 NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	MTWTF--	1		\$250.00		0.00					
39	4	10/18/12	10/19/12	M-F 5-6p 530-6p	CM-All	530-6p (5:30 PM-6:00 PM)	---TF--	:30	1	\$600.00	2	0.00 NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	---TF--	1		\$600.00		0.00					
40	4	10/18/12	10/19/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	---TF--	:30	1	\$100.00	3	0.00 NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	---TF--	1		\$100.00		0.00					
41	4	10/29/12	11/02/12	M-F 9-10p M-F 9-10p	CM-All	9-10p	MTWTF--	:30	1	\$1,200.00	2	0.00 NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	MTWTF--	1		\$1,200.00		0.00					
E 42	4	10/22/12	10/26/12	M-F 4-5p M-F 4-5p	CM-All	4-5p	MTWTF--	:30	1	\$250.00	3	0.00 NM	1	\$250.00

